

CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE

Minutes of October 12, 2010
Approved 1/11/11

In attendance were members: Samuel Casillas, Javier Chavarria, Sue Digre, Mike Ervin, Jim Heldberg, Dan Murphy, Mary Ann Nihart (via Skype) and Sue Vaterlaus.

Absent: Courtney Conlon

1. Call to Order

Chair Murphy called the meeting to order at 6:11pm.

2. Approval of September 8, 2010 Minutes

The September 8, 2010 minutes were approved on a motion made by Sue Vaterlaus and seconded by Mike Ervin.

3. Branding Presentation/Discussion

Sam Casillas gave a presentation on branding. (A copy of the slide presentation and the outcomes is attached to the minutes as Figures 1 – 20.) There was a lot of discussion that is captured in the attached slides. The Committee felt that this was a good beginning to the effort to create a “brand” and determine how to reach out to potential visitors to the City. Members of the public who were present and participated in the discussion included: Wendy Santiago, Leo Leon, Horace Hinshaw, Mike Perez, Susan Vallone, Cheryl Voes and Anastasia Classen.

4. Subcommittee Reports/Discussion

These were omitted due to the amount of time devoted to the branding discussion.

5. Oral Communications from the Public

None

6. Oral Communications from the Committee

None

7. Next Meeting Date

The next regular meeting date was set to be November 9, 2010.

The meeting was adjourned at 8:02 pm.



Figure 1



Process and Implementation

Meet with Key Stakeholders and convene branding workshop:

- Review current city branding, including sub-brands (i.e., Chamber, Fog Fest, Palmetto Streetscape, etc)
- Define differentiation strategy through SWOT analysis:
 - Focus on Pacifica's strengths to draw tourism through recreational outdoor parks, facilities and activities
 - Position with complimentary businesses and sites of interest
- Draw consensus on best logo/brand option
- Develop messaging (tag line) to compliment logo/brand

Figure 2

Process and Implementation

- The Pacifica Branded image and tag line will first appear on our trail guide
 - This will serve as our “brand book” from which other material will be developed
 - Other sub-images and messages should evolve from these guidelines
- Distribution and communication will be a separate process that will engage our whole community

Figure 3

Why do we need an Icon/Logo?

- A branding image crystallizes what your product stands for in the customers mind
- It delivers on the promise of what the product conveys
- It is top of mind and gives instant recognition
 - The branding image should be unique and ownable

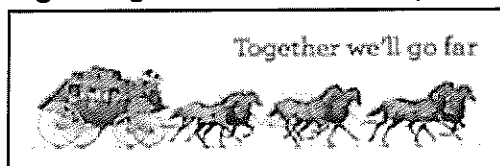


Figure 4

Why do we need tag lines/ messages?

- Important points you want people to remember about you, your programs, or your organization
- messages are conveyed routinely to your audience through personal contacts, as well as through print and electronic mediums.
 - The messages need to be aligned with the branding image, but both should be able to stand alone
 - The tag line is your top tier message that often appears with your logo



Figure 5

Message components

Each message is single minded/focused and clear

- The messages are aligned to an achievable goal (not aspirational vis a vis our vision)
 - Sample Vision: Transform Pacifica from a bedroom community to an ecotourism destination led by our recreational assets
- They communicate what we are trying to accomplish and why you are doing it
 - Why would people want to visit Pacifica?
 - What are the strengths of our town versus those around us?
 - What is the reason to believe we can deliver?
- Convey a sense of urgency
- The Tag Line is your key message

The Workshop will focus solely on developing the Tag Line and not other messages

Figure 6



Workshop Agreement

- The brand image and tag line need to portray a collaborative alignment, a shared vision
- A sense of working together as a collective with the community
- We are serving the community
- We are learning, listening and engaging
- Our sense of urgency needs to come from a positive perspective (i.e., You are missing out by not visiting Pacifica!)

Figure 7



Workshop Agreement

- Who is the customer we are trying to attract?
 - First establish a beachhead before expanding
- Why would they want to come to Pacifica?
- Is this the same for keeping locals here to spend their money in Pacifica?

Discussion!

Figure 8

10-12-2010 Customer Outcome

- Who is the customer we are trying to attract?
 - Bay Area visitors who enjoy outdoor recreational facilities
 - Active families and individuals of all ages
 - Health conscious-best air in the Bay Area
 - Come in the summer time to cool off
- Why would they want to come to Pacifica?
 - To use our beaches, trails, sports facilities: we have a unique combination of coastal trails and being only 20 minutes from Downtown San Francisco
 - Beautiful scenic views
 - Scenic road bike and mountain bike trails
 - Scenic photography: bring students/classes here
 - Artists: students/classes
 - Education and recreation: ocean discovery, plant life, historical sites, two major nature centers
 - Sports teams and tournaments
- Is this the same for keeping locals here to spend their money in Pacifica?
 - Encourage locals to bring friends to Pacifica to enjoy the recreational activities we have to offer

NOTE: We need to tie businesses into events and calendar all activities

Figure 9

Pacifica's Visitor Economy

What is our current short term goal?

- Getting Regional Tourism to explore Pacifica and what recreational options it has to offer.
- Create a desire to come to Pacifica as a destination and stay to enjoy the visitor business amenities it has to offer

Branding:

- Our goal is to set Pacifica apart from the surrounding communities and paint an image of a vibrant city that thrives because of its ecology

Figure 10

SWOT Analysis

(Strengths, Weaknesses, Opportunities and Threats)

What differentiates Pacifica vs. the surrounding Bay Area Communities?

- Trails
- Surfing/beaches
- Golf
- Sports facilities
- Historical sites
- Horse back riding
- businesses
- Other?

Figure 11

10-12-2010 SWOT Analysis Outcomes

(Strengths, Weaknesses, Opportunities and Threats)

What differentiates Pacifica:

- Strengths:
 - Fresh air
 - Pier (fishing—crab days???)
 - Archery
 - Ocean (Trails, Surfing/beaches)
 - Open Space
 - Variety of trails (easy & paved to challenging off-road)
 - Golf
 - Sports facilities
 - Historical sites
 - Horse back riding
 - Biking
 - Free parking
 - Surf shops and classic restaurants

Figure 12

10-12-2010 SWOT Analysis Outcomes

(Strengths, Weaknesses, Opportunities and Threats)

What differentiates Pacifica:

■ Opportunities:

- Performing Arts
- Visitor serving businesses
- Unique businesses (Antique shops, historic book stores, antique festivals)
- Photography Center
- Promoting sports complexes
- Surf camp promotion
- PB&R working with facilities at schools
- Wildlife education
- Historical sites
- Create multiple venues to keep visitors here when they are already visiting

Figure 13

10-12-2010 SWOT Analysis Outcomes

(Strengths, Weaknesses, Opportunities and Threats)

What differentiates Pacifica:

■ Weaknesses:

- Foggy Perception
- Cold weather
- Worn down look to the town
- Lack of promotion
- No sense of "Place"—no true downtown or identity

NOTE: Threats were not discussed

Figure 14

Current Images of Pacifica

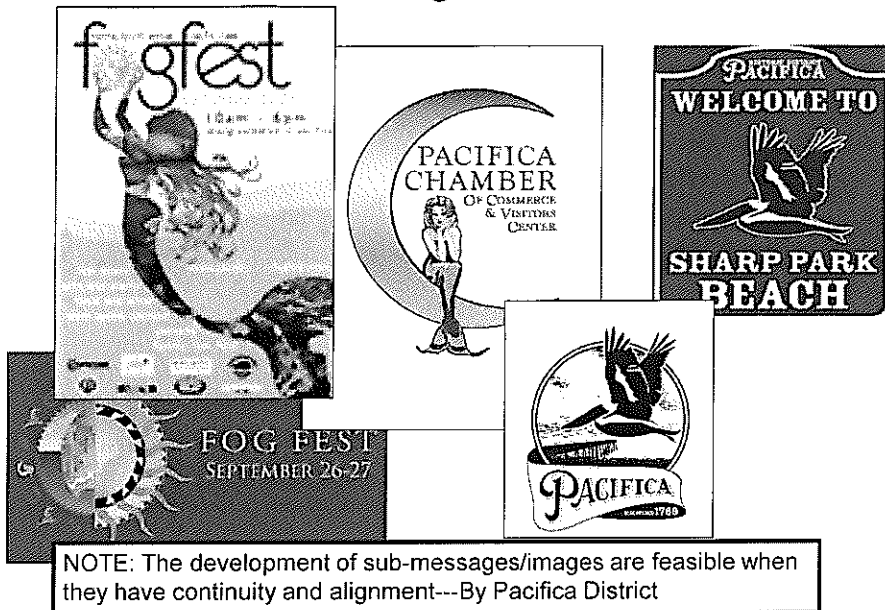


Figure 15

What is the Brand Image we want Pacifica to Convey?

- Remember---it should be:
 - Consistent
 - Differentiating
 - Memorable
 - We must be able to deliver—ownable
 - Can have sub-brands images by district, but needs to be aligned!

Discussion!

Figure 16




10-12-2010 Brand Image Outcomes

- Identify with individuals doing activities
 - biker, surfer, whale watching
- Integrate water and land (scenic coast) together
- Health: green environment
- Pristine Hills

- Sub-brands images by district: continue to use pelican with pier for Palmetto, mermaid for Chamber and Fog Fest and develop others for Rockaway, Valemar, Linda Mar, and Pedro Point

Figure 17



What are the messages that convey what we want to say about Pacifica?

- Remember---the tag line should be:
 - Consistent
 - Differentiating
 - Memorable
 - we must be able to deliver
 - Aligned BUT independent of the brand image

Discussion!

Figure 18



10-12-2010 message outcomes

- Tag line to logo:
 - Pacifica: A breathe of fresh air!
 - Surprising Pacifica!
 - Where the Ocean meets the Shore (trials/hills)
 - Get Wet in Pacifica!
 - Pacifica: Ten minutes from the city; a wrold away in nature
 - Escape the Rat Race, welcome to Open Space
 - The Best Sunsets on Earth
 - Amazing Views
 - Scenic Pacifica
 - Refreshing Pacifica
 - Friendly natives
 - The Outdoorsman's Paradise

Figure 19



Branding Guidelines

- The Pacifica Branded image and tag line will first appear on our trail guide
 - This will serve as our “brand book” from which other material will be developed
 - Other sub-images and messages should evolve from these guidelines
 - We should encourage other organizations in Pacifica to consider these guidelines as a starting point for message continuity and alignment

Thank You!

Figure 20